



WCPO

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ORDER

Print Date 08/23/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 308898 /

Original Date / Revision
08/23/12 08/23/12

Advertiser Priorities USA Action

Agency Mundy Katowitz Media Inc

Buying Contact

1322 G Street SE
Washington, DC 20003-3021

Product

Issue. PUSA TV 10.30-11.6.12

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003-3021

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1567

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Daniel Baylog | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WBQC | % | |
| WCET | % | |
| WCVN | % | |
| WKON | % | |
| WKRC | % | |
| WLWT | % | |
| WPTO | % | |
| WSTR | % | |
| WXIX | % | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|-------------|--------------|--------|
| November 2012 | 43 | \$30,918.75 | \$36,375.00 | 0.00 |
| Totals | 43 | \$30,918.75 | \$36,375.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|-------------|--------------|
| 10/29/12 | 11/06/12 | 43 | \$30,918.75 | \$36,375.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|------|-------------------|-----------------|--------------------------------|-------|-------------------|---------|-----|-------------|----------|-----|---------------|------|------------------------|------------|
| E 2 | WCPO | 10/30/12 | 11/06/12 | M-F GMTS 5-6a M-F GMTS 5-6a | CM | 5-6a | MTWTF-- | :30 | 3 | \$225.00 | P-2 | 0.00 | NM | 5 | \$1,125.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -T-TF-- | | 3 | | | \$225.00 | | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$225.00 | | | 0.00 | | | |
| E 3 | WCPO | 10/30/12 | 11/06/12 | M-F GMTS 6-7a M-F GMTS 6-7a | CM | 6-7a | MTWTF-- | :30 | 3 | \$900.00 | P-1 | 0.00 | NM | 5 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -TW-F-- | | 3 | | | \$900.00 | | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 2 | | | \$900.00 | | | 0.00 | | | |
| E 4 | WCPO | 10/30/12 | 11/06/12 | M-F GMA 7-9am | CM | 7-9a | MTWTF-- | :30 | 4 | \$900.00 | P-1 | 0.00 | NM | 6 | \$5,400.00 |



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Contract / Revision 308898 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 10.30-11.6. Estimate # 1567

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| | | | | M-F GMA 7-9am | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | - TWTF-- | | | | | 4 | \$900.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | | | | 2 | \$900.00 | | 0.00 | | | |
| E 7 | WCPO | 10/31/12 | 11/02/12 | M-F 11a-12p M-F 11a-12p | CM | 11a-12p | --W-F-- | :30 | 2 | \$600.00 | P-2 | 0.00 | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W-F-- | | | | | 2 | \$600.00 | | 0.00 | | | |
| E 8 | WCPO | 11/01/12 | 11/05/12 | M-F 12-1p News M-F 12-1p News | CM | 12-1p | M--T--- | :30 | 1 | \$750.00 | P-3 | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$750.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$750.00 | | 0.00 | | | |
| E 9 | WCPO | 11/02/12 | 11/02/12 | M-F 1-2p M-F 1-2p | CM | 1258-2p | ----F-- | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 10 | WCPO | 10/31/12 | 11/05/12 | M-F 3-4p M-F 3-4p | CM | 3-4p | M-W---- | :30 | 1 | \$650.00 | P-2 | 0.00 | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W---- | | | | | 1 | \$650.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$650.00 | | 0.00 | | | |
| E 12 | WCPO | 10/30/12 | 10/30/12 | M-F 4-5p Ellen M-F 4-5p Ellen | CM | 358-5p | -T----- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| E 14 | WCPO | 10/30/12 | 11/05/12 | M-F 6-630p News M-F 6-630p News | CM | 558-630p | MT----- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -T----- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 16 | WCPO | 10/31/12 | 10/31/12 | M-F 7-730p 7-730p The List | CM | M-F 7-730pm | --W---- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W---- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 17 | WCPO | 11/01/12 | 11/01/12 | M-F 730-8p 730-8p Let's Ask America | CM | M-F 730-8p | ---T--- | :30 | 1 | \$900.00 | P-1 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 18 | WCPO | 11/02/12 | 11/02/12 | M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir | CM | 1135p-1202a | ----F-- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ----F-- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| E 20 | WCPO | 11/04/12 | 11/04/12 | SU GMTS 8-9a SU GMTS 8-9a | CM | 8-9a | -----S | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 21 | WCPO | 10/30/12 | 11/01/12 | M-F 10-11a Right This Morn M-F 10-11a | CM | 10-11a | -T-T--- | :30 | 2 | \$350.00 | P-2 | 0.00 | NM | 2 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -T-T--- | | | | | 2 | \$350.00 | | 0.00 | | | |
| E | | | 11/02/12 | | CM | M-F 9-10a | | | 2 | | P-2 | 0.00 | NM | 2 | \$1,000.00 |



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Contract / Revision 308898 Flight Dates 10/30/12-11/06/12

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Order Sep 00:20:00

Advertiser Priorities USA Action Product Issue. PUSA TV 10.30-11.6. Estimate # 1567

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| 23 | WCPO | 10/31/12 | | M-F 9-10a Live with Regis and Kelly | | | --W-F-- | :30 | | \$500.00 | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W-F-- | | | | | 2 | \$500.00 | | 0.00 | | | |
| E 25 | WCPO | 11/05/12 | 11/05/12 | M-F 2-3p 2-3pm General Hospital | CM | 2-3p | M----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 26 | WCPO | 11/05/12 | 11/05/12 | M-F 1202-107a Jimmy K M-F 1202-107a Jimmy Ki | CM | 1202-107a | M----- | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 27 | WCPO | 11/03/12 | 11/03/12 | SA 7-730p SA7-730P | CM | 658-730p | -----S- | :30 | 1 | \$750.00 | P-1 | 0.00 | NM | 1 | \$750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$750.00 | | 0.00 | | | |
| E 28 | WCPO | 11/04/12 | 11/04/12 | SU 6-7am SU 6-7am | CM | 6-7a | -----S | :30 | 1 | \$300.00 | P-2 | 0.00 | NM | 1 | \$300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S | | | | | 1 | \$300.00 | | 0.00 | | | |
| E 30 | WCPO | 10/31/12 | 10/31/12 | M-F 5-530p News M-F 5-530p News | CM | 5-530p | --W---- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | --W---- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 31 | WCPO | 11/01/12 | 11/01/12 | M-F 530-6p News M-F 530-6p News | CM | 528-6p | ---T--- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| E 32 | WCPO | 11/03/12 | 11/03/12 | SA GMTS 8-9a SA GMTS 8-9a | CM | 8-9a | -----S- | :30 | 1 | \$450.00 | P-2 | 0.00 | NM | 1 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | -----S- | | | | | 1 | \$450.00 | | 0.00 | | | |
| E 33 | WCPO | 11/01/12 | 11/05/12 | M-SU 11p Late News M-SU 11p Late News | CM | 11-1135p | M--T--- | :30 | 1 | \$1,500.00 | P-2 | 0.00 | NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| | | Week: 11/05/12 | 11/11/12 | M----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 43 | \$36,375.00 |